

BUSINESS PROFILE



Growth • Development • Education



Belinda has directed her passion for growing and developing people into the area of learning and business development in a career that spans 24 years. Her very natural people skills and relationship building abilities are used to align all levels of an organisation, or project, as well as give a learner the emotional support and right kind of push that is sometimes needed.

“I’ll take a learner from orientation to graduation. I love being able to say - if you commit to this whole heartedly, you won’t be the same person you are today”. Belinda’s work has come full circle - some of the 18 year olds she worked with at the start have returned to her years later asking her to work on development projects within their organisations.

Highlights of Belinda’s career include:

Setting up FNB’s Learnership Office

This work was groundbreaking in that “learning at work” could be given a university qualification. Belinda worked closely with Prof Ben Anderson, whose PHD was central to the project. Belinda registered 3 Learnerships in Management Leadership, which lasted three years and offered a learner a recognised qualification for each year completed - year one gave them a certificate, year two a diploma, and year three a degree.

International Immersions

Immersion involved taking learners to different countries such as India and China. With fine crafting, learners got the opportunity to ask a counterpart on a different continent how they solved relatable challenges in their everyday business. There were hurdles like language, which made each project vast to manage, with Belinda essentially working on something that would be implemented on another continent. In this work, Belinda learnt that she likes to be part of something from beginning to end, as well as the value of agility in work - that old adage of rolling with the punches.

Investec Masters

This was groundbreaking in that Belinda spent a year designing and developing the programme with the client before launching. Ultimately culminating into a Masters degree for each successful candidate. With Investec, Belinda personally experienced social economic transformation and how a strong client with money to invest can really make a difference. She is currently compiling research that records the five year journey and long term effects of the project.

AON Early Careers Programme

This project was born out of work with one of her very first learners who returned to her with the opportunity to work on AON’s development project. Here, Belinda has been able to pour all her learnings from the past 14 years into a living project. It’s a truly creative endeavour with the backing of all stakeholders in which learners get to define their own purpose, with finding one’s individual purpose being something that is close to Belinda’s heart.

Coaching

Belinda is a certified Jungian coach (ACSTH – ICF Approved Coach Specific Training Hours) working online and/or face to face with individuals using innovative perspectives on real-life dilemmas, events, and challenges within the individual’s personal and professional life. The Jungian coaching process enables individuals to see and comprehend unconscious content that can activate conscious processes and lead to optimal functioning.



GROWTH



DEVELOPMENT



EDUCATION



Highlights of Belinda's areas and skills:

- Customising and project managing development programmes in various sectors. ranging from:
 - Learnerships
 - Internships
 - Graduate Programmes
 - Workplace Experience
 - Women's Development Programmes
 - Executive Development Programmes
 - Assisting clients with identifying their development needs, the design, development and implementation of learning programs and processes within a collaborative model
- Applying Jungian coaching techniques, uniquely anchored in deep Jungian theory, dealing with conscious and unconscious content from a coaching stance and ultimately, contributes towards individuation.
- Factors influencing implementation that have been considered are:
 - Formal Interventions
 - Workplace Experience
 - Mentoring and Coaching
 - Formative and Summative Assessments
 - Extensive knowledge in collaborating with business, sectors and SETAs in creating funding models
 - Broad understanding of all aspects of education, learning and development, business planning, programme development and presentation competencies
 - She has traveled locally and internationally for programmes

Belinda's personal attributes helpful to her work are:

- She is a highly motivated self starter
- She works well within agile environments and is flexible in changing situations
- She has the ability to work under pressure, be decisive and strong during challenging situations
- She plays close attention to detail while still keeping track of the larger strategic picture
- She possesses an understanding of challenges faced at executive levels of an organisation
- She can work across different business disciplines and displays excellent people and communication skills
- She has a BA in Psychology and Communication
- She is a certified Jungian Coach